

INDIANA STATE EXCISE POLICE

2011 ANNUAL REPORT

AN ACCOUNTING OF DEPARTMENT
ACTIVITY AND ACCOMPLISHMENTS



INDIANA GOVERNMENT CENTER
SOUTH, ROOM E-112
302 W. WASHINGTON STREET
INDIANAPOLIS, INDIANA 46204

2011 ANNUAL REPORT

PREFACE

The Indiana State Excise Police is the law enforcement division of the Alcohol & Tobacco Commission. State excise police officers are empowered by statute to enforce the laws and rules of the Alcohol & Tobacco Commission as well as the laws of the State of Indiana.

Our mission is to provide quality service, and to protect the morals and welfare of the people of the State of Indiana. We are dedicated to the harmonious growth of our community, through a determined and cooperative partnership. We strive to help our fellow Hoosiers make Indiana a better place to live through education, enforcement and community preservation.

We are specifically tasked to assist the Alcohol and Tobacco Commission in accomplishing their goals, which include:

- The protection of the economic welfare, health, peace, and morals of the people of this state;
- The regulation and limitation of the manufacture, sale, possession, and use of alcohol and alcoholic beverages;
- The regulation of the sale, possession, and distribution of tobacco products;
- The raising of revenue.

This annual report documents department activity and accomplishments from January 1, 2011, through December 31, 2011. The information contained in this report includes enforcement totals, a recounting of department programs, law enforcement and industry training reports, as well as department and individual accomplishments deserving of recognition.

CONTENTS

Letter from the Superintendent	p. 4
Vision, Mission and Values of the Agency	p. 5
Contact Information	p. 6
Overview	p. 8
Alcohol Enforcement	p. 9
Tobacco Enforcement	p. 13
Other Criminal Enforcement	p. 14
Law Enforcement Training	p. 16
Industry and Public Relations	p. 17

LETTER FROM THE SUPERINTENDENT



I am honored to present the Indiana State Excise Police 2011 Annual Report. It will provide you with an in-depth overview of the commendable work of the Excise staff as a law enforcement agency that has a primary role of regulating the distribution of alcohol, tobacco and oversight of Type II gaming.

I was appointed to serve as twentieth (20th) superintendent of the State Excise Police in June of last year. The transition was uneventful, since former superintendent, now chairman

Alex Huskey, left the agency in superior condition and has assisted me in becoming familiar with the statutes and the challenges that can be presented to the agency by the industry. Since that time, I have become fully aware of the regulatory responsibilities of the agency, especially since those responsibilities are unique to a law enforcement agency. Likewise, I have found that while the officers are enforcing the alcohol, tobacco and Type II gaming regulations, often they encounter other criminal violations and act on them appropriately.

During the past year, the agency continued to provide efficient and effective service to Indiana citizens as well as continuing to meet the required spending reductions. The command staff, officers and civilian personnel have continued to develop efficient methods to enhance the mission of the agency.

This year, we will continue to maximize our resources to meet the ever-changing needs of the citizens and the industries that we regulate. Moreover, we will continue to focus on the mission and core values of the agency, so we can do our part to ensure that Indiana is a safe place to live, work, visit and raise a family.

In addition to being grateful for the welcome that I received upon my arrival at the agency, I continue to be impressed by the commitment of the officers to deliver the service at the highest level of professionalism.

In closing, I hope that the information provided in this report increases your awareness of the initiatives of the Excise Police and enlightens you as to the need for the continued development of effective enforcement strategies.

Sincerely,

Matt Strittmatter
Superintendent

EXCISE POLICE VISION

For the Indiana State Excise Police to be an innovative and progressive state law enforcement agency that delivers exceptional service to the citizens of the State of Indiana with professionalism, integrity and commitment.

EXCISE POLICE MISSION

Our mission is to provide professional and efficient law enforcement service with an emphasis on Indiana's alcohol and tobacco laws. We work to provide a safe environment for Indiana citizens, especially youth, by promoting crime prevention, educating the alcohol and tobacco industries, educating youth to the adverse effects of alcohol and tobacco, and developing community involvement to prevent the sale of alcohol and tobacco to minors. We want to learn what the concerns of the citizens are in order to provide solutions before crimes occur.

We are committed to providing advice and information to the industry, so permit holders are well acquainted with the alcoholic beverage laws and Alcohol and Tobacco Commission policies. We are also committed to ensuring compliance through education, as well as enforcement action, when it is necessary.

EXCISE POLICE VALUES

The Indiana State Excise Police exists to serve the citizens of Indiana by protecting life and property; preventing crime; enforcing state and federal laws, specifically, the laws related to the distribution and possession of alcohol and tobacco; maintaining order; and ensuring public safety.

To achieve the agency's mission, officers and supervisors are committed to the following core values to guide their decisions and the performance of their duties. By adhering to these values, the agency will do its part to contribute to a high quality of life and ensure that Indiana is a safe place to live, work and raise and family.

The core values of the Indiana State Excise Police are:

- | | | |
|-------------------|---------------------|----------------------------|
| • Professionalism | • Flexibility | • Integrity |
| • Commitment | • Accountability | • Communication |
| • Courtesy | • Decisiveness | • Dependability |
| • Diligence | • Discipline | • Professional development |
| • Initiative | • Leadership | • Interpersonal relations |
| • Loyalty | • Positive attitude | • Ethics |
| • Receptiveness | • Resourcefulness | • Skills |
| • Teamwork | | |

The public confidence and trust given to officers of the Indiana State Excise Police requires the adoption and compliance to the core values, which are the foundation on which the goals, operations and policies are structured.

OVERVIEW

Indiana State Excise Police enforcement officers are assigned to six regionally located district offices and general headquarters.

- District 1 - Bristol
- District 2 - Columbia City
- District 3 - Crawfordsville
- District 4 - Seymour
- District 5 - Vincennes
- District 6 - Indianapolis
- GHQ - Indianapolis

The Indiana counties served by these district offices and the number of permits issued in those districts are illustrated below.

District 1 – Bristol

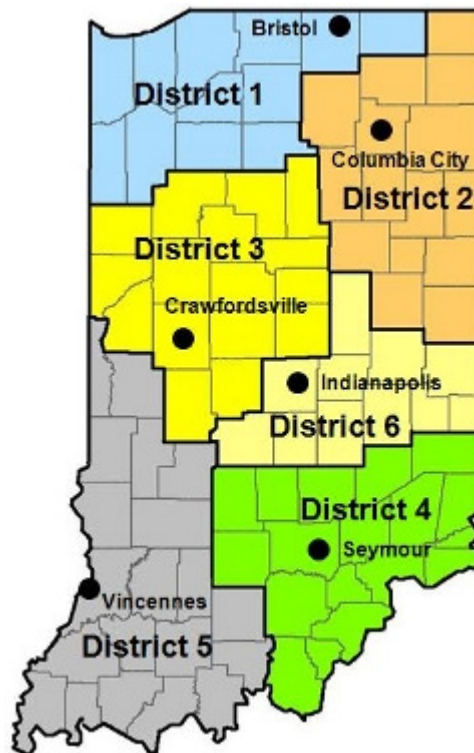
Alcohol – 3,088
Tobacco – 2,027
Gaming – 421

District 3 – Crawfordsville

Alcohol – 1911
Tobacco – 1070
Gaming – 183

District 5 – Vincennes

Alcohol – 1,798
Tobacco – 1,110
Gaming – 155



District 2 – Columbia City

Alcohol – 2,074
Tobacco – 1,317
Gaming - 338

District 6 – Indianapolis

Alcohol – 3,284
Tobacco – 1,993
Gaming - 347

District 4 – Seymour

Alcohol – 1,540
Tobacco – 1,048
Gaming - 106

Contact Information for ISEP Offices

DISTRICT OFFICE	ADDRESS	PHONE / EMAIL
D-1 Bristol Lt. Tim Cleveland	52422 County Road 17 Bristol, IN 46507	(574) 264-9480 dist1@atc.in.gov
D-2 Columbia City Lt. John Folk	1353 South Governors Drive Columbia City, IN 46725	(260) 244-4285 dist2@atc.in.gov
D-3 Lafayette Lt. Kevin Akers	279 W 300 N Crawfordsville, IN 47933	(765) 362-8815 dist3@atc.in.gov
D-4 Seymour Lt. Brian Lang	651 Frontage Road Seymour, IN 47274	(812) 523-8314 dist4@atc.in.gov
D-5 Vincennes Lt. Christopher Bard	3650 S. US 41 Vincennes, IN 47591	(812) 882-1292 dist5@atc.in.gov
D-6 Indianapolis Lt. Monty McMahan	6400 E. 30 th Street Indianapolis, IN 46219	(317) 541-4100 dist6@atc.in.gov

GHQ STAFF	RANK	PHONE
Matt Strittmatter	Superintendent	(317) 232-2452
Robin Poindexter	Major Executive Officer	(317) 233-0838
Greg Deitchley	Captain North Districts	(260) 244-4285
Patrick Fulford	Captain South Districts	(317) 691-4978
Jennifer Fults	First Sergeant Office of Professional Standards	(317) 232-4826
Brent McKinney	Lieutenant Special Operations	(317) 232-2456
Jeff Lane	Sergeant Quartermaster	(812) 524-7466
Travis Thickstun	Corporal Media Relations	(317) 232-2469
Rich Swallow	Officer Primary Source / Investigations	(317) 232-2451
Ami Sunier	Officer/Property and Evidence Coordinator	(317) 541-4100



Current staffing includes eighty-eight sworn officers, with an average of thirteen enforcement personnel assigned to each district, and nine staff members located at General Headquarters. Each district consists of one lieutenant to oversee administration of the district, a sergeant who performs both administrative and enforcement functions, and a corporal who acts as a direct field supervisor for enforcement personnel. Each district office employs one civilian serving as an administrative assistant.

By state statute, excise officers possess full police powers, including the enforcement of Indiana traffic laws. But the agency's primary focus remains enforcing alcohol and tobacco laws, as well as certain statutes regarding gaming in licensed

premises.

Newly hired excise officers must successfully complete an agency recruit school, then graduate the basic course of study at the Indiana Law Enforcement Academy within the statutory time frame. They continue to receive ongoing training in a variety of law enforcement topics and disciplines for the remainder of their careers.

Field enforcement officers are typically assigned counties of responsibility for conducting criminal investigations, permit inspections, and providing educational programs. Some officers are assigned additional duties such as local board investigations (alcohol permit renewals), law enforcement instruction, server training education and evidence collection.

Officers typically conduct investigations by their own initiative and a great deal of activity is generated in that manner. Officers are also routinely assigned complaints received from the public about illegal activities. These complaints are closely tracked to insure thorough investigation.

Enforcement officers are issued the necessary equipment to conduct criminal and administrative investigations, which includes being issued unmarked state-owned vehicles of various makes and models. Officers are issued clothing that identifies them as police officers; however, they often work in a plainclothes capacity. Working plainclothes allows the officer to more easily view crimes in progress, while at the same time, avoiding disruption at busy licensed business locations.

As was the case with other State agencies, the State Excise Police continued to pursue ways to lower agency expenditures in 2011.

ALCOHOL ENFORCEMENT

Indiana alcoholic beverage laws are predominantly administered under Title 7.1, the Indiana Alcoholic Beverage Code. Title 7.1 includes the construction and operation of both the Alcohol & Tobacco Commission and Indiana State Excise Police, the procedures for obtaining and issuing permits, as well as the criminal and administrative statutes for alcoholic beverage law violations.

Indiana Administrative Code 905 further defines the contents of Title 7.1. The administrative code is used primarily to regulate the alcohol and tobacco industries, rather than the general public.

Alcohol Industry Enforcement

There are currently more than 10,000 active alcoholic beverage business permit locations in the State, each subject to variety of laws, some of which may only affect that specific type of permit.

In 2011, the ATC issued 44,029 new permits, 30,050 of which were employee permits. In addition, the ATC licensed 4,055 temporary events last year. The ATC renewed a total of 17,506 alcohol permits in 2011, most of which were three-way retail restaurant permits. One thousand one hundred fifty-five permits were made “dead” and 251 were put “in escrow” status.

There are 65,533 currently licensed employees (bartenders, package store clerks and servers) at these alcoholic beverage businesses. This does not include employees of grocery, convenience and drug stores where clerks are not required to hold a permit.

During 2011, officers conducted 17,721 enforcement inspections, 3,635 more than in 2010. In fact, many businesses were inspected more than once. In addition to enforcement visits, the agency conducted permit visits of a non-enforcement nature.

Upon finding violations of law, officers have the option of citing the alcoholic beverage permit administratively or issuing warnings for lesser violations. During 2011, a total of 653 permit holders were cited for administrative violations, a 13% decrease over the previous year. Four hundred twenty-seven businesses were issued written warnings, up 37% over 2010.

<i>Permit Enforcement Type</i>	<i>2009*</i>	<i>2010*</i>	<i>2011*</i>	<i>% Change</i>
Notice of Violation – Typical Enforcement	983	751	653	-13%
Notice of Warning – Typical Enforcement	314	312	427	+37%

Listed below are some of the more commonly cited administrative violations against alcoholic beverage permits.

<i>Violation Charge</i>	<i>2009*</i>	<i>2010*</i>	<i>2011*</i>	<i>% Change</i>
Sale of Alcoholic Beverages to a Minor	136	68	36	-53%
Allow a Minor to Enter / Loiter	145	92	64	-69%
Sale to Intoxicated Patron	42	16	12	-25%
Employee Permits	282	219	185	-16%
Determine Qualification Employee / Owner	25	25	47	+88%

** The 2009, 2010 & 2011 violation numbers listed do not reflect violations cited during the SAC – Survey for Alcohol Compliance checks during those years. SAC checks are an atypical form of law enforcement.*

Survey for Alcohol Compliance

The Survey for Alcohol Compliance (SAC) is conducted by the Indiana State Excise Police to evaluate the availability of alcoholic beverages to persons under the age of 21. SAC inspections consist of ISEP Officers and 18-20 year-old youths who attempt to obtain alcohol at licensed retail establishments. Conducted in phases, the primary goal is to reduce access and availability of alcoholic beverages to Indiana youth.

The enforcement phase of SAC commenced July 1, 2009, and continued for the entirety of 2010 and 2011. Last year, 11,977 inspections were conducted at alcoholic beverage outlets as part of SAC, up from around 9,000 inspections in 2010.

Last year, 37 locations were cited for gaming violations during SAC checks, up from 30 in 2010. Below are the most common charges filed during a SAC check.

<i>SAC - Violation Charge</i>	<i>2009</i>	<i>2010</i>	<i>2011</i>	<i>% Change</i>
Sale of Alcoholic Beverages to a Minor	764	882	603	-32%
Allow a Minor to Enter / Loiter	566	493	359	-27%
Employee Permits	121	148	93	-63%

Alcohol Criminal Enforcement



As a normal course of business, excise officers make arrests for all types of criminal charges, just as any other police agency. Due to the nature of this agency, excise officers tend to concentrate on alcohol- and tobacco-related crimes.

During 2011, officers issued a total of 5,543 citations to the public for criminal or traffic violations, down 14% from 6,457 in 2010.

Listed below are totals for some of the more common alcohol-related criminal charges filed.

<i>Criminal Charges('08,'09) and Tickets ('10-'11)</i>	<i>2009</i>	<i>2010</i>	<i>2011</i>	<i>% Change</i>
Minor Possess / Consume / Transport Alc Bev	3018	2310	2315	+0.02%
Minor Enter / Loiter in Tavern or Liquor Store	238	211	156	-26%
False ID or False Statement of Age Related	434	589	467	-21%
Public Intoxication	172	103	129	+25%
Sale of Alcoholic Bev without a Permit	91	76	21	-276%
Maintain or Visit Common Nuisance	88	187	51	-273%
Furnish Alcohol to a Minor/Induce to Possess	511	402	394	-2%

In addition to SAC, other types of enforcement programs have also been instituted, some state-wide and others on a more local level. The **SUDS** (Stop Underage Drinking and Sales) is an alcoholic beverage program that has been in use by the State Excise Police for several years.



SUDS is a federally funded program that pays officers overtime for working details where there is a high concentration of underage drinking. The primary goal of SUDS is to reduce the acquisition of alcoholic beverages by those individuals who are not legally entitled to possess them. By reducing access to alcoholic beverages through education and enforcement, the number of young individuals who will be injured or killed can be greatly reduced. In 2011, 55 permit holders were issued administrative violations on 89 charges and 28 permit holders were issued 28 written warnings for 34 charges.

<i>Year</i>	<i>SUDS Details</i>	<i>SUDS Hours</i>	<i>SUDS Citations</i>	<i>Minor Charges</i>
2011	238	4,830	2,904	1,935
2010	230	4,433	2,977	1,466
2009	182	3,706	1,957	1,013
Change from 2010	+3%	+9%	-3%	+32%

Cops in Shops, or CIS, a program developed by The Century Council, is possible in Indiana thanks to funding provided to the Excise police by the Governor's Council on Impaired and Dangerous Driving. Cop-In-Shops is an enforcement program where Excise officers pose as employees or customers at licensed dealer establishments. Upon attempting to purchase alcoholic beverages, a minor will be arrested by the officer. Officers also observe for intoxicated patrons attempting to make purchases and take appropriate enforcement action. While working CIS details, officers and employees have an opportunity to share information. Clerks learn the finer points of checking ID's, while Excise officers observe first-hand the daily problems the industry experiences in its attempts to prevent underage access to alcoholic beverages.

In 2011, excise officers issued 53 tickets and four warnings during CIS enforcement details around the state, primarily at locations with high incidents of false ID use in the past.

Local area grant details are enforcement efforts funded by local entities to target specific geographic areas, typically at the county level. Often these grants are provided by the Local Coordinating Council in that area using funds from the Governor's Council for a Drug Free Indiana. For 2011, officers worked one local area grant detail in Jackson County, during which they issued one ticket for illegal possession of alcohol and juvenile possession of tobacco.



Intensified patrols are enforcement details designed to target locations and functions that have been identified as having a potential for problems with alcohol and/or tobacco use. Examples include lakes/reservoirs, concerts, sporting and community events, and other locations where the affected age groups may be present in increased numbers. Often these problem locations are identified by concerned citizens in the local community. Intensified patrols are typically executed during normal work

hours without the use of external funding.

Fact Teams (Fatal Alcohol Crash Teams) exist in seven Indiana counties to adjudicate impaired drivers who have caused crashes involving serious bodily injury or death. These teams, made up of local police officers working with the county Prosecutor's office, ensure prosecution of impaired drivers. The State Excise Police often assist their efforts by investigating those locations where the involved driver may have been consuming alcoholic beverages prior to the accident. These investigations can result in the permit location being cited for Sale alcoholic beverages to an intoxicated patron. In 2011, excise officers investigated six FACT complaints.

TOBACCO ENFORCEMENT

The ATC currently has 8,329 active tobacco certificates issued to retail stores in Indiana. That's down from 8,652 last year. Laws governing the sale and possession of tobacco products are strictly enforced throughout the state. A total of 872 tobacco certificate locations were identified as being inspected during 2011, an increase of 21% over last year.

Retailers found to have sold tobacco to a juvenile, or are not in possession of a valid certificate to sell tobacco products, are cited administratively to the ATC.

Juveniles found in possession of tobacco, and persons who provide tobacco to them, are ticketed for infractions into the local city or county court system. Citations for juvenile possession of tobacco rose to 874 last year from 722 in 2010, a 21% increase.

Totals for 2011's most common administrative and criminal tobacco charges are listed below.

<i>Tobacco Charge</i>	<i>2009</i>	<i>2010</i>	<i>2011</i>	<i>% Change</i>
Sale to juvenile (store)	19	29	31	+6%
No or Expired Certificate (store)	126	68	51	-25%
Sale/Provide to a juvenile (person)	68	58	58	No Change
Possession by juvenile (person)	958	722	874	+21%

TRIP (Tobacco Retailer Inspection Program)

Starting in 2001, the State Excise Police partnered with Indiana University to both survey and ultimately cite stores that illegally allow juveniles to purchase tobacco products. TRIP (Tobacco Retailer Inspection Program) allows the State Excise Police to contract with off-duty police officers and the Indiana Prevention Resource Center at Indiana University to conduct inspections of tobacco outlets.

Inspection teams made up of police officers, young people aged 15, 16, or 17, and adult monitors conduct unannounced inspections of retail outlets that sell tobacco throughout Indiana. The youths attempt to purchase cigarettes, smokeless tobacco, pipe tobacco, or cigars. If a sale is made, the officer immediately issues a notice of violation to the storeowner and clerk. The Alcohol & Tobacco Commission prosecutor issues notices of civil monetary penalty and handles prosecution of violators. Penalties may range from \$200 to \$1000 depending on the number of infractions committed.

In 2010, the TRIP program continued to show a consistently low percentage of retailers willing to sell tobacco to juveniles. TRIP teams conducted 11,002 inspections in 2011, up from 8,452 in 2010. The total non-compliance rate (retailers willing to sell) was 4.8%, up from 3.8% in 2010. By comparison, the 2002 non-compliance rate was 18.9%.

OTHER CRIMINAL ENFORCEMENT TOTALS

As Excise Officers have full police powers, they often make arrests for law violations other than alcohol and tobacco. While conducting investigations for alcohol and tobacco violations it is not unusual for an Excise Officer to find illegal drugs, drunk drivers and persons wanted on warrants.

The department also routinely receives complaints from the public on a variety alcohol, tobacco and criminal law violations both at licensed and unlicensed locations.

Criminal Charges Other Than Alcohol and Tobacco

In addition to the alcohol and tobacco charges listed previously in this report, below are totals for some of the more commonly charged criminal law violations.

Relatively small decreases were seen in service of arrest warrants and resisting arrest charges last year compared with 2010. Significant decreases were observed in charges relating to drug possession and dealing, operating while intoxicated and false reporting or informing.



Excise officers began dozens of investigations on locations selling synthetic cannabinoids, commonly known by names like K2 or Spice, last year after receiving a total of 38 citizen complaints. Most of these investigations are on-going pending laboratory results. Two arrests on six felony charges have been made in one case.

Listed below are totals for some of the more commonly charged criminal offenses that are not part of the alcoholic beverage code.

<i>Criminal Charge</i>	<i>2009</i>	<i>2010</i>	2011	<i>% Change</i>
Drug-related (possession and dealing)	602	568	462	-19%
Drunk Driving-related	256	126	108	-14%
Open Container	395	195	207	+6%
Resist Arrest / Flee LE Officer	65	61	59	-3%
False Reporting or Informing	89	65	56	-14%
Service of Arrest Warrants	97	69	67	-3%

Complaint Investigations

The department tracks complaints filed with the agency by following the two most serious law violations contained in the complaint. While the entirety of the complaint is investigated, limitations exist that allow for only the two most serious charges to be tracked. For example, should a complaint of selling alcohol to intoxicated persons, sales to minors and unlicensed employees be received, only the sales to intoxicated and minors complaints are marked for tracking.

During 2011, the agency received 1,444 complaints of illegal activities against persons or permit holders. This is a 17% increase from the 2010 total of 1,233 complaints. Of the 1,444 complaints received, 34% (491) resulted in enforcement action being taken (i.e., an arrest, violation or warning). There was a marked increase in the number of complaints related to sale of alcoholic beverages to intoxicated persons or operating while intoxicated after leaving permit location, from 88 in 2010 to 140 in 2011, a 59% increase. Similarly, tobacco-related complaints rose from 162 in 2010 to 226 in 2011, a 39% increase.

<i>Crime Referenced in Complaint</i>	<i>2009</i>	<i>2010</i>	2011	<i>% Change</i>
Sale to Intox or DUI with permit connection	94	88	140	+59%
Sales to Minors or Allow Minors to Loiter	257	234	307	+31%
Tobacco-related	159	162	226	+39%
Other Alcoholic Beverage	607	705	612	-13%
All Complaint Types *	1185	1233	1,444	+17%

** All Complaint Types includes other types of crimes in addition to the specific crimes listed above.*

LAW ENFORCEMENT TRAINING

In 2011, excise police officers received 7,136 hours of training as part of the agency's commitment to continuing education. Each year, officers are required to complete at least 24 hours of training. On average, our officers received more than three times the required amount of training, with an average of 81 hours of additional training per officer.



The agency has a total of 40 Law Enforcement Training Board certified instructors, which makes up nearly half of the officers on the department. In 2011, we conducted an eight-week recruit school to provide training to four new officers. The recruits received 315 hours of training over the eight weeks. All training was provided by our own certified instructors at the Indiana Law Enforcement Academy. Also in 2011, seven of our officers became certified to carry a TASER. We now have 44 certified TASER users on the department.



We again had officers graduate from PELA. Three supervisors completed the leadership training last year, bringing the total on the department to 14.

In 2011, excise instructors also provided training to attendees of the Indiana Law Enforcement Academy, other law enforcement entities, governmental agencies, county alcoholic beverage board members and servers of alcoholic beverages.



Alcohol Awareness Programs

During 2011, excise officers conducted a variety of educational, training and public information programs that were viewed by over 60,000 persons. Server Training programs provide information to servers and clerks about such topics as sale of alcoholic beverages to minors, sale of alcoholic beverages to intoxicated patrons, dangers of alcohol on the body, etc. School programs cover such topics as binge drinking, drunk driving and tobacco use.



The agency participated in several booth-type events that were attended by literally thousands of people. Some examples of this include the Indiana State Fair, Indiana Black Expo, county fairs and various college career fairs.

Prescription Drugs

State Excise Police officers participated in the U.S. Drug Enforcement Administration's third annual Drug Take Back event in October. Excise officers collected 22 pounds of unused prescription medication as a result of this year's efforts. The Drug Take Back program has dramatically reduced the risk of prescription drug diversion and abuse, and increased awareness of this critical public health issue. The excise police will continue to participate in future Drug Take Back efforts, which provide the public a convenient way to rid homes of unwanted or expired prescription drugs.



Server Training

In 2009, the ATC began certifying trainers to provide server-training classes to industry employees. These private individuals and businesses offer the required mandatory server training to their own employees, as well as the general public. As of 2011, trainers no longer have the ability to train other individuals wishing to become certified trainers. The ATC now trains all trainers. Transferring a large number of server training programs to the private sector allowed the agency to redistribute its resources to other areas. In 2010, agency-provided server training programs dropped 62% as a direct result of redirecting server training to the private sector. Last year, that number dropped again to 115 programs.

Totals for server training or alcohol awareness programs provided by excise staff during 2011 are listed below.

<i>Target Audience</i>	<i>2009</i>	<i>2010</i>	2011	<i>% Change</i>
Alcohol & Tobacco Clerks, Servers & Owners	547	209	115	-45%
Train-the-Trainer	183	392	134	-66%
General Public, Schools, Civic Organizations	111	114	91	-20%

Media Relations/Public Information

In 2011, our agency significantly expanded its efforts to inform the public about its work to reduce underage access to and use of alcohol and tobacco products. Last year, the Public Information Officer sent 57 news releases, a 338% increase from 2010. As a result, there was a substantial increase in media coverage of agency operations, including television news, radio news programs and newspapers. One goal



the agency took on in 2011 was to increase awareness of our enforcement officers' efforts to enhance public safety through our educational programs and enforcement. We met that objective with significantly more news coverage.



In addition to expanded efforts with traditional news media outlets, the state excise police launched social media accounts on both Facebook and Twitter (@ExcisePolice). These social media accounts allow the news media, the public and alcohol and tobacco businesses to get direct information on the agency's enforcement efforts. We regularly answer questions from citizens posted to these social media sites.